

BASEBALL '92



Local broadcast stations and regional cable networks will pour more than \$258 million this year into the coffers of the 26 Major League Baseball clubs for the right to bring their games to the hometown fans, according to BROADCASTING's exclusive market-by-market estimates of local TV and radio rights (see chart, next page).

The total includes the teams' take from joint ventures with local broadcasters, but not the profits several teams earn from producing games in-house and selling time. That total will grow slightly as a few rights deals still in negotiations close between now and the start of the season.

The teams—and their local rightsholders—protect the numbers as they would a star pitcher. BROADCASTING's estimate reflects interviews with scores of sources.

Assuming the \$258-million tally, local fees will account for only two-fifths of the more than \$660 million baseball will collect in TV and radio revenues for 1992, the bulk coming from the national rights.

Entering the third year of its four-year \$1.1-billion deal, CBS is expected to pay \$260 million in 1992 for a package that includes the championship series and the World Series. ESPN, in the third year of a four-year \$400-million deal, will contribute \$100 million. CBS Radio, which agreed to pay \$50 million over four years, will pay about \$13 million this year, up slightly from its \$12.5 million payment a year ago.

Baseball's grand total also includes about \$20 million in copyright royalties, which cable systems pay for importing distant baseball-laden broadcast signals, and another \$20 million from five of those signals, notably superstations WTBS(TV) Atlanta and WGN-TV Chicago.



BASEBALL'S LOCAL LINEUP

BROADCASTING's exclusive look at the price of the Fifth Estate's ticket to the show, including the who, what and how much of home team coverage.

Team	BROADCAST TV					CABLE				RADIO				
	Flagship	# of regular season games	# of stations in network	Contract status (year of years)	1992 rights in millions	Regional network	# of regular season games	Contract status (year of years)	1992 rights in millions	Flagship	# of stations in network	Contract status (year of years)	1992 rights in millions	Team retained ad revenues
NATIONAL LEAGUE EAST														
Chicago Cubs	WGN-TV (ch.9)	140	—	—	—	NO CABLE	—	—	—	WGN(AM) (720 khz)	58	—	—	—
<i>Team and stations are owned by Tribune Co.</i>														
Montreal Expos	CTV (Eng.) SRC (Fr.)	10 40	20 20-25	3/4 2/4	— —	Sports Network Réseau Des Sport	25 50	3/5 3/5	— —	CIQC (AM) CKAC (AM)	17 36	2/4 2/5	— —	\$1.5
<i>Team retains French broadcast TV rights but sells rights to English TV and cable; altogether, it earns estimated \$6.5 million from TV; it retains all radio rights</i>														
New York Mets	WWOR-TV (ch.9)	75	none	1/5	\$15-20	SportsChannel New York	75	6/25	\$2.5	WFAN (AM) (660 khz)	20	2/5	\$5.0	—
Pittsburgh Pirates	KDKA-TV (ch.2)	55	6	1/2	\$2.0-2.5	KBL Entertainment	62	1/2	\$2.0	KDKA (AM) (1020 khz)	50	—	—	\$3.0
<i>Team's broadcast TV rights fee is its share of revenue-sharing deal; Empire Sports Network, serving western New York state, is telecasting 34 games under 5-year deal with KBL</i>														
Philadelphia Phillies	WTXF-TV (ch.29)	85	3	10/10	\$2.3-2.5	PRISM	71	—	3.0	WOGL (AM) (1210khz)	30	11/11	\$2.1-2.5	—
<i>31 of 71 cable games are telecast by SportsChannel Philadelphia under contract with PRISM</i>														
St. Louis Cardinals	KPLR-TV (ch.11)	76	40	2/3	\$6.0	NO CABLE	—	—	—	KMOX (AM) (1120khz)	130	1/5	\$4.5	—
<i>Team retains beer revenues from TV and radio</i>														
NATIONAL LEAGUE WEST														
Atlanta Braves	WTBS (TV) (ch.17)	123	—	—	—	SportsSouth	25	—	—	WGST(AM) (640 khz)	150	1/3	\$3.0	—
<i>Team and WTBS are commonly owned by Turner Broadcasting System</i>														
Cincinnati Reds	WLWT (TV) (ch.5)	55	23	2/3	\$4.0	SportsChannel Cincinnati	35	3/3	\$2.0	WLW (AM) (700 khz)	82	1/3	\$3.0	—
Houston Astros	KTXH (TV) (ch.20)	80	14	7/10	\$4.0	Home Sports Entertainment	50	4/6	\$2.0-2.5	KPRC (AM) (950 khz)	50	2/5	\$1.0/1.5	\$2.0-2.5
<i>Team retains radio rights, receives all revenues as well as fee from KPRC</i>														
Los Angeles Dodgers	KTTV (TV) (ch.11)	46	none	5/5	\$11.0	SportsChannel Los Angeles	35	4/6	\$3.0	KABC (AM) (790 khz)	35	5/5	\$3.0	—
San Diego Padres	KUSI-TV (ch.51)	51	19	1/3	—	Cox Cable	50	—	—	KFMB (AM) (760 khz)	13	3/5	—	\$3.0-3.5
<i>Team retains all rights, receives all revenues from broadcasts; it also receives \$2-million carriage fee from KUSI-TV; PPV telecasts on cable generate approximately \$3 million</i>														
San Francisco Giants	KTVU (TV) (ch.2)	50	5	4/6	\$5.0	SportsChannel Pacific	55	3/7	\$3.0	KNBR (AM) (680 khz)	17	4/6	\$1.0	—

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AMERICAN LEAGUE EAST														
Baltimore Orioles	WMAR-TV (ch.2)	50	11	2/3	\$5.0	Home Team Sports	90	9/10	\$2.0	WBAL(AM) (1090 khz)	30	2/3	\$1.7	—
Radio rights include \$425,000 from separate deal with WTOP(AM) Washington														
Boston Red Sox	WSBK-TV (ch.38)	75	6	3/5	\$15.0	New England Sports Network	80	8/16	\$6.0	WRKO (AM) (680 khz)	63	3/4	\$4.0	—
Cleveland Indians	WUAB-TV (ch.43)	60	none	1/4	\$2.0-2.5	SportsChannel Ohio	—	—	—	WKNR (AM) (1220 khz)	35	1/2	\$2.5	—
Team is renegotiating deal with SportsChannel; network reportedly paid \$2.7 million to air 44 games in 1991														
Detroit Tigers	WDIV (TV) (ch.4)	46	6	1/3	\$7.5-8.5	Pro Am Sports	70	8/16	\$2.8	WJR (AM) (760 khz)	37	2/5	\$4.0	—
Pro Am Sports deal being renegotiated														
Milwaukee Brewers	WCGV-TV (ch.24)	60	6	1/3	\$3.5	NO CABLE	—	—	—	WTMJ (AM) (620 khz)	48	1/4	—	\$1.5-1.7
Team retains radio rights and TV beer revenues														
New York Yankees	WPIX-TV (ch.11)	50	none	2/3	—	Madison Square Garden Network	108	4/12	\$40.5	WABC (AM) (770 khz)	37	6/10	\$5.0	—
Madison Square Garden, which holds all TV rights under 12-year, \$486 million deal, buys time on WPIX-TV														
Toronto Blue Jays	—	—	—	—	—	The Sports Network	60	3/3	\$4.0	WJCL (AM) (1430 khz)	45	3/5	\$2.0	—
Team negotiating new broadcast TV deal with CTV Network; they are reportedly considering one-year, 60-game deal valued at \$6-7 million														
AMERICAN LEAGUE WEST														
California Angels	KTLA-TV (ch.5)	52	none	1/4	\$5.5	SportsChannel Los Angeles	35	5/7	\$3.5	KMPC (AM) (710 khz)	28	2/3	\$3.7	—
Chicago White Sox	WGN-TV (ch.9)	48	none	3/5	\$4.0	SportsChannel Chicago	107	9/17	\$4.2	WMAQ (AM) (670 khz)	27	1/4	\$2.0	—
Team and WGN-TV have revenue-sharing deal; team retains radio beer revenue														
Kansas City Royals	WDAF-TV (ch.4)	50	18	9/9	\$3.5	NO CABLE	—	—	—	WIBW (AM) (580 khz)	124	1/3	\$2.0	—
Minnesota Twins	WCCO-TV (ch.4)	60	4	4/5	\$3.1	Midwest SportsChannel	74	4/5	\$0.2	WCCO (AM) (830 khz)	65	4/5	\$1.2	—
TV, radio and cable network are owned by Midwest, which has overall \$4.5 million rights deal; it buys time on KITN(TV) to air 21 of the 60 games														
Oakland Athletics	KPIX-TV KICU-TV	30 30	14 14	3/3 3/3	\$5.0 \$5.0	SportsChannel Pacific	57	3/5	\$3.0	KSFO (AM) (560 khz)	12	3/3	\$3.0	—
Seattle Mariners	—	—	—	—	—	—	—	—	—	KIRO (AM) (710 khz)	30	3/3	\$0.5	\$3.2
Team has yet to cut TV deals for 1992; team retains radio rights, also receives fee from KIRO														
Texas Rangers	KTVT (TV) (ch.11)	77	20	3/3	\$6.0	Home Sports Entertainment	50	4/6	\$2.0-2.5	WBAP (AM) (820 khz)	32	1/3	\$1.5	—
WBAP has separate Spanish-language network of five stations														